



Recommendation for Action

File #: 19-1431, **Agenda Item #:** 14.

3/28/2019

Posting Language

Amend Austin Strategic Direction 2023 to include the Mobility outcome strategies and metrics.

Lead Department

Office of Performance Management

Fiscal Note

This item has no fiscal impact.

For More Information:

Kimberly Olivares, Chief Performance Officer, Office of Performance Management

Additional Backup Information:

Between January 2017 and February 2018, City Council convened five strategy workshops to set the direction for Austin over the next three to five years. It was ultimately adopted on March 8, 2018.

Austin Strategic Direction 2023 (SD23) consists of challenge statements, metrics, and strategies to drive six key outcomes experienced by the Austin community: Economic Opportunity and Affordability, Mobility, Safety, Health and Environment, Culture and Lifelong Learning, and Government That Works for All. Across the six outcomes are the following perspectives, or strategic anchors, that underpin the proposed strategic plan and how it will be implemented: Equity, Affordability, Innovation, Resiliency and Sustainability, Proactive Prevention, and Community Trust and Relationships.

As a single playbook for the City of Austin, SD23 enables the City to proactively address multiple time horizons and more rigorously assess performance and results. The strategic plan is a mechanism to bridge short-term and the long-term goals, such as our annual budget process with the 30-year outlook of our Imagine Austin comprehensive plan. It is transforming the organization in terms of its leadership, budget, department alignment, and more.

When SD23 was adopted in March 2018, the Mobility outcome content included only the challenge statements. The outcome paused the development of the remaining content (metrics and strategies) because the Austin Strategic Mobility Plan (ASMP) process was underway. Council and City leadership believed the Mobility outcome would best be served if the ASMP process was allowed to near completion before the metrics and strategies were developed. The ASMP is now near completion and the Mobility outcome team completed the metrics and strategies. This content was reviewed by City Council in a workshop on February 14, 2019 at which time extensive feedback from Council was collected. The content under consideration today is the final draft based on the feedback received from Council.

Today's action will amend SD23 to add the Mobility metrics and strategies and conclude the overall development of SD23. For more information about SD23 please visit:

<http://www.austintexas.gov/strategicplan>.